

ORDER



Orders Order / Rev: 714287
 Alt Order #: 06318988
 Product Desc: OBAMA SCHED A
 Estimate: 1798
 Flight Dates: 09/18/12 - 09/24/12
 Primary AE: Aaron Ashe
 Original Date / Rev: 09/17/12 / 09/20/12
 Sales Office: T-WAS
 Order Type: Political
 Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
 Buying Contact: _____
 Billing Contact: _____
3050 K St NW
Washington, DC 20007
 Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: WEEKLY
 Agency Commission: 15%

Advertiser Name: Obama/D/President
 Demographic: A35+
 Product Codes: PL-Presidential,Political,PL-Federal
 Priority: P-2
 Revenue Codes: AGY, GEN, POL
 New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals						
09/17/12	09/23/12	56	\$121,750.00	\$103,487.50	Month	70	Gross Amount	\$133,350.00	Net Amount	\$113,347.50	Rating
09/24/12	09/30/12	14	\$11,600.00	\$9,860.00	September 2012						0.00
					Totals	70					0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/18/12	09/24/12	930-10a The Insider	CM	930-10a	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		3				\$250.00		0.00			
E 2	WUSA	09/18/12	09/24/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		5				\$1,000.00		0.00			
E 3	WUSA	09/18/12	09/24/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		5				\$1,500.00		0.00			
E 4	WUSA	09/18/12	09/24/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		5				\$700.00		0.00			
E 5	WUSA	09/18/12	09/24/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		5				\$1,500.00		0.00			
E 6	WUSA	09/18/12	09/24/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		5				\$450.00		0.00			

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Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED A
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	09/18/12	09/24/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/18/12 09/24/12 MTWTF-- 5 \$500.00 0.00															
E 8	WUSA	09/18/12	09/24/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	8	\$300.00	P-2	0.00	NM	8	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/18/12 09/24/12 MTWTF-- 8 \$300.00 0.00															
E 9	WUSA	09/18/12	09/24/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/18/12 09/24/12 MTWTF-- 5 \$700.00 0.00															
E 10	WUSA	09/18/12	09/24/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/18/12 09/24/12 MTWTF-- 5 \$900.00 0.00															
E 11	WUSA	09/18/12	09/24/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/18/12 09/24/12 MTWTF-- 5 \$800.00 0.00															
E 12	WUSA	09/18/12	09/24/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/18/12 09/24/12 MTWTF-- 5 \$900.00 0.00															
E 13	WUSA	09/18/12	09/24/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/18/12 09/24/12 MTWTF-- 5 \$1,800.00 0.00															
E 14	WUSA	09/23/12	09/23/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 -----S 1 \$25,000.00 0.00															
E 15	WUSA	09/23/12	09/23/12	NFL Today NFL Today	CM	NFL Today	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 -----S 1 \$800.00 0.00															
E 16	WUSA	09/23/12	09/23/12	Redskins Football Redskins Football	CM	Regular Season F	-----S	:30	2	\$25,000.00	P-3	0.00	NM	1	\$50,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 -----S 2 \$25,000.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 WUSA 09/17/12-09/23/12 Redskins Football See MG 16.3															
2 WUSA 09/17/12-09/23/12 Redskins Football See MG 16.3															
3 WUSA 09/17/12-09/23/12 Redskins Football MG for 16.1,16.2															
E 17	WUSA	09/22/12	09/22/12	Sa Game On Game On	CM	Sa 7-8p	-----S-	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 -----S- 1 \$650.00 0.00															

Totals

70 \$133,350.00